

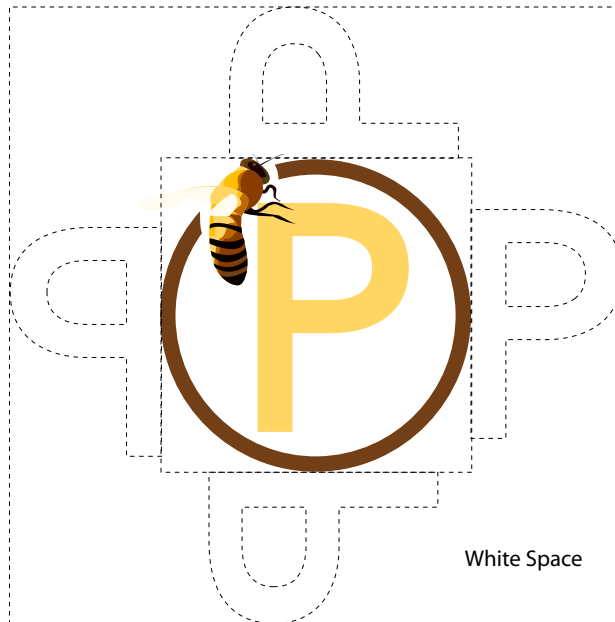
Brand Identity Guidelines and Resources
Pollen LLC

Luis Rodriguez
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1. Logo and Alternate Logo




2. Logo white space guidelines




3. Brand Colors and Variations




	R 255 G 214 B 99	C 0.39% M 14.9% Y 72.55% K 0%
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	R 114 G 63 B 22	C 36.86% M 71.76% Y 100% K 40%
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	R 255 G 255 B 255	C 0% M 0% Y 0% K 0%
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	R 220 G 220 B 220	K 18%
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	R 114 G 63 B 22	K 78%
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	R 255 G 255 B 255	K 0%
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4. Brand Typefaces

Avenir 55 Roman

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Uses: Titles

Do not use for paragraph text or long sentences.

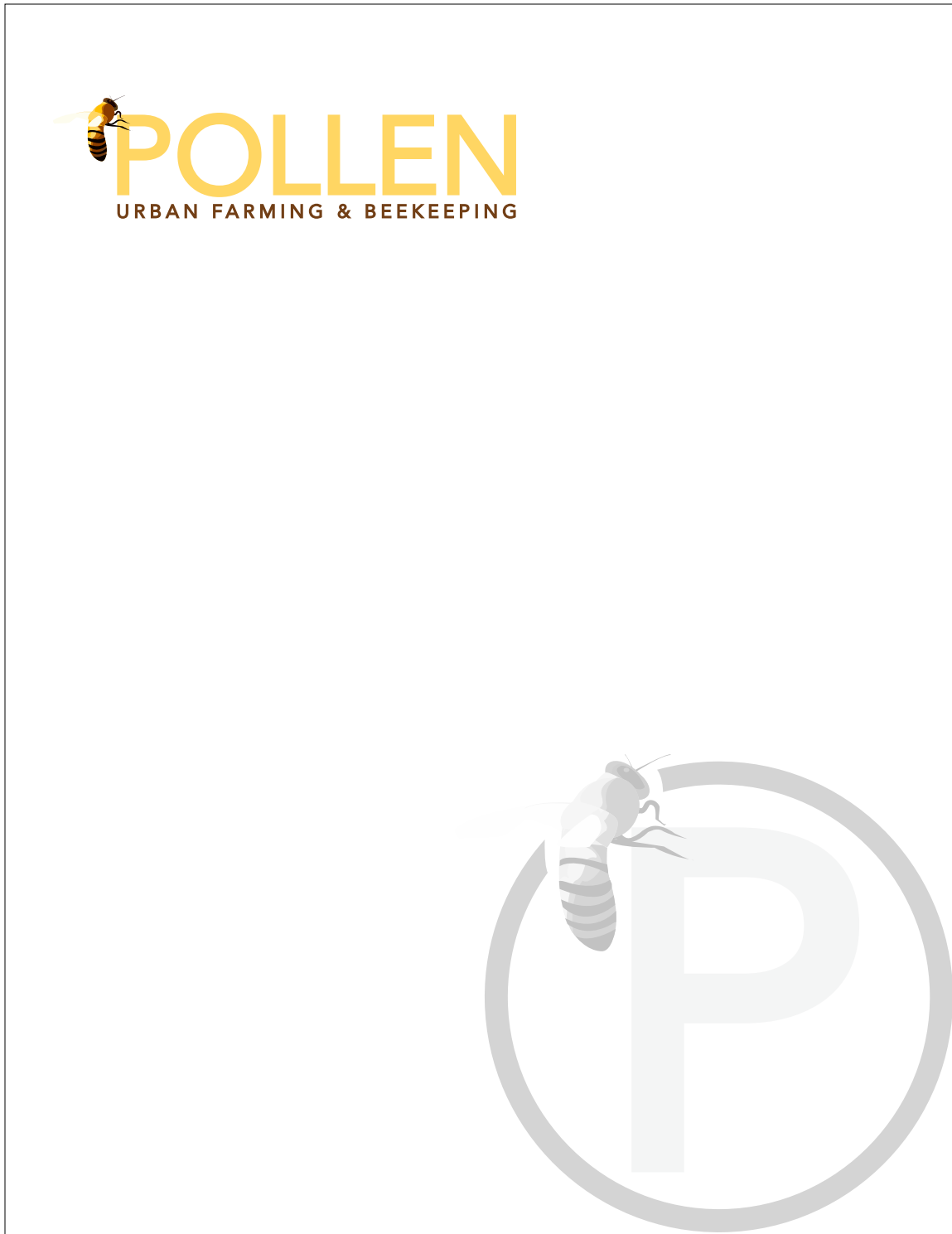
Georgia

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

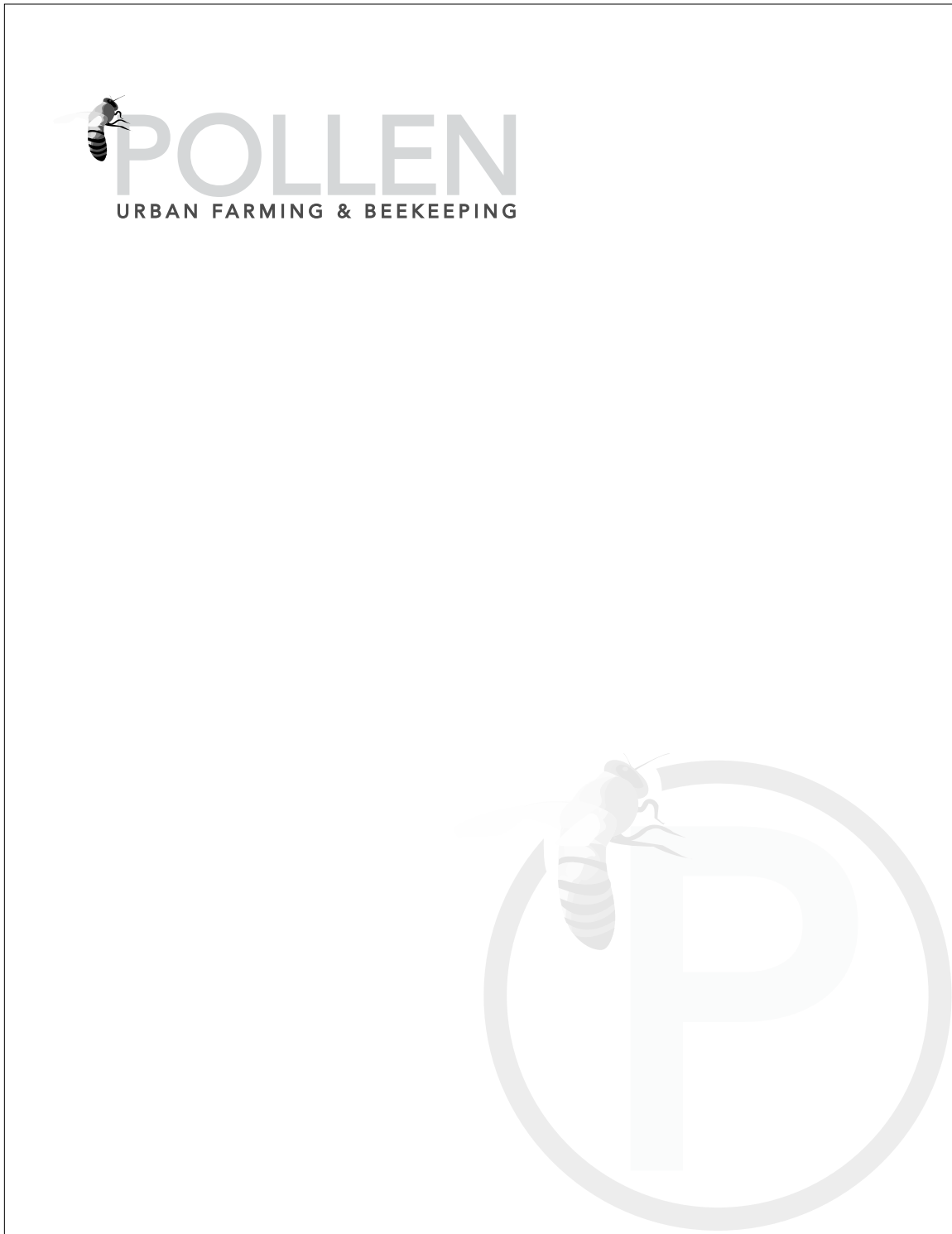
Uses: General text, sentences, descriptions, body of a letter, email font, etc.

Do not use for big titles.

5. Stationary - Letterhead Full color



6. Stationary - Letterhead B/W



7. Stationary - Business Cards

